

Message Text

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PAGE 01 AMSTER 00563 01 OF 02 171102Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----171115Z 111538 /13

R 170715Z JUN 77
FM AMCONSUL AMSTERDAM
TO SECSTATE WASHDC 3131
INFO USDOC WASHDC
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS SECTION 1 OF 2 AMSTERDAM 563

USDOC FOR BIC/OIM/SAD: ATTN: CHARLES JOHNSON/MOLLIE CLEVELAND

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJ: IN-STORE PROMOTION: PANDER BV

REF: AMSTERDAM A-03, MARCH 28,1977: AMSTERDAM 491, JUNE 3, 1977

1. PANDER IN-STORE PROMOTION NOW SET FOR OCTOBER 27 - NOVEMBER 24 AS DESCRIBED IN REPAIR. MAJOR PURCHASING FOR EVENT WHICH WILL INAUGURATE NEW LINE OF AMERICAN FURNITURE FOR SALE IN THE NETHERLANDS CONTINUES. PACKAGE PUT TOGETHER FOR PANDER BY THIS CONSULATE GENERAL AS INDUCEMENT TO STAGE MAJOR AMERICAN THEME EVENT HAS CHANGED FROM THAT DESCRIBED IN REPAIR AND NOW INCLUDES THE FOLLOWING:

- A) SEAT OF AMERICAN INVENTION VISUAL DISPLAY FROM SMITHSONIAN INSTITUTE SITES PROGRAM
- B) MONTH LONG PRESENTATION BY ARTISAN FROM COLONIAL WILLIAMSBURG, TIED TO PROMOTION OF TOURISM TO U.S.
- C) ART GALLERY EXHIBITION FROM SAN FRANCISCO MUSEUM OF MODERN ART, ACCOMPANIED BY DIRECTOR OF MUSEUM
- D) PERFORMANCES BY BIX BEIDERBECKE MEMORIAL JAZZ BAND
- E) POSSIBLE DISPLAY OF ARTIFACTS FROM SMITHSONIAN DEPARTMENT OF COSTUMES AND FURNISHINGS, SUBJECT TO INSTITUTE APPROVAL.

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2. CONTINUE TO BELIEVE THAT FORMAL INCLUSION OF PANDER IN FUNDED IN-STORE PROMOTION COULD LEAD TO EVEN GREATER PURCHASES IN U.S. PER PARAS 3-4-5 FOR REFTTEL OF JUNE 3, 1977. AN EARLY REPLY WOULD BE APPRECIATED.

3. TIME IS OF THE ESSENCE. IN SUPPORT OF THIS CURRENTLY NON-FUNDED

IN-STORE PROMOTION, PLEASE ALSO PASS THE FOLLOWING MESSAGES BY MOST EXPEDITIOUS MEANS TO THE PERSONS OR INSTITUTIONS INDICATED. THESE CONFIRM FORMAL SUPPORT OF EVENT BY CONGEN. FUTURE ARRANGEMENT WILL THEN BE MADE DIRECTLY BY PANDER FOR THEIR ACCOUNT, ALTHOUGH WE WILL MONITOR CLOSELY.

4. FOR: MR. HENRY T. HOPKINS
DIRECTOR SAN FRANCISCO MUSEUM OF MODERN ART
VAN NESS AVENUE AT MCALLISTER
SAN FRANCISCO, CA 94102.
TELEPHONE (415) 863-8800.

PLEASE REFER TO YOUR LETTER OF MARCH 29, 1977 AND MY RESPONSE OF MAY 25, 1977 CONCERNING AN EXHIBITION OF BAY AREA MODERN ART IN THE HAGUE, THE NETHERLANDS, NEXT OCTOBER AND NOVEMBER.

I AM PLEASED TO CONFIRM THAT OUR SPONSOR PANDER BV HAS AGREED TO FULLY SPONSOR AN EXHIBITION AS OUTLINED IN YOUR LETTER OF PAINTINGS BY TEN OR TWELVE BAY AREA ARTISTS TO INCLUDE A VISIT BY YOURSELF DURING WHICH YOU WILL LECTURE ON CURRENT ART ACTIVITY IN CALIFORNIA. MR. R.A. CHAUDRON OF PANDER, WAGENSTRAAT 1-21, DEN HAAG, THE NETHERLANDS, WILL BE IN CONTACT WITH YOU SOON CONCERNING DETAILS. THE EVENT IS SCHEDULED FOR INAUGURATION OCTOBER 27, 1977 AND YOU MAY EXPECT TO TRAVEL HERE AT PANDER S EXPENSE FOR SEVERAL DAYS.

PLEASE CONFIRM YOUR PARTICIPATION BY TELEX TO ME AS SOON AS IT IS CONVENIENT. I WILL MONITOR SUBSEQUENT ARRANGEMENTS BUT THESE WILL BE MADE DIRECTLY BETWEEN YOURSELF AND PANDER.

TIMOTHY C. BROWN, CONSUL
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5. FOR: EILEEN ROSE, SMITHSONIAN TRAVELLING EXHIBITION SERVICE,
SMITHSONIAN INSTITUTE, WASHDC

PANDER HAS CONFIRMED THEY WILL USE SEATS OF AMERICAN INVENTION DISPLAY FOR EVENT IN THE HAGUE, THE NETHERLANDS, MID-OCTOBER TO END-NOVEMBER. OTHER SITES DISPLAYS WE DISCUSSED WILL NOT BE INCLUDED. PANDER, WAGENSTRAAT 1-21, THE HAGUE, THE NETHERLANDS, WILL CONTACT SITES DIRECTLY CONCERNING DETAILS. SMITHSONIAN AGREEMENT TO SUPPORT THIS AMERICAN THEME EVENT, A PART OF THIS CONSULATE GENERAL S PROMOTIONAL EFFORTS, IS VERY MUCH APPRECIATED. BEST REGARDS.
TIMOTHY C. BROWN, CONSUL.
LAGASSE

NOTE BY OC/T: NOT PASSED ABOVE ADDEESS.

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----171115Z 110581 /13

R 170715Z JUN 77
FM AMCONSUL AMSTERDAM
TO SECSTATE WASHDC 3132
INFO USDOC WASHDC
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM

UNCLAS SECTION 2 OF 2 AMSTERDAM 563

USDOC FOR BIC/OIM/SAD: ATTN: CHARLES JOHNSON/MOLLIE CLEVELAND

6. FOR: MR. PETER BROWN, VICE PRESIDENT
DIRECTOR OF MUSEUM OPERATIONS
COLONIAL WILLIAMSBURG
WILLIAMSBURG VA

I AM PLEASED TO CONFIRM THAT PANDER BV AND PAN AMERICAN AIRWAYS
HAVE DEFINITELY AGREED TO INCLUDING WILLIAMSBURG IN PANDER AMERICA
THEME PROMOTION OCTOBER 27 - NOVEMBER 24, 1977, AT WAGENSTRAAT 1-21,
THE HAGUE, THE NETHERLANDS. PANDER WILL CONTACT YOU DIRECTLY TO
MAKE FINAL ARRANGEMENTS WHICH SHOULD INCLUDE BRINGING ONE WILLIAMS-
BURG CRAFTSMAN WITH HIS TOOLS AND MATERIALS TO THE HAGUE FOR ABOUT
ONE MONTH DURING THIS EVENT. SALARY WILL BE PAID BY WILLIAMSBURG,
PANDER WILL PROVIDE TRAVEL, TRANSPORTATION AND LOCAL SUBSISTENCE.
PANDER NOW LEANS TOWARDS FURNITURE MAKER OR SILVERSMITH, BUT FINAL
SELECTION SHOULD BE MADE DIRECTLY BETWEEN WILLIAMSBURG AND PANDER.
PANAM WILL PROMOTE TRAVEL TO U.S., USING WILLIAMSBURG AS IMPORTANT
FOCAL POINT DURING EVENT. THANK YOU FOR YOUR HELP. REGARDS,
TIMOTHY C. BROWN, CONSUL.

7. FOR: MR. BILL TAGGART
BOX 697, RD 2,
CHESTER, NJ 07930
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TELEPHONE (201) 584-8723.

COMMERCIAL SPONSOR PANDER BV HAS CONFIRMED INTENTION TO SPONSOR TRIP

OF BIX BEIDERBECKE MEMORIAL JAZZ BAND TO THE NETHERLANDS FOR ONE WEEK TO PERFORM DURING THAT COMPANY S AMERICA THEME PROMOTION WHICH WILL BE INAUGURATED OCTOBER 27, 1977. PANDER WILL EXPECT GROUP TO MAKE 2 OR 3 PRESENTATIONS AT THEIR MAIN STORE. APPRECIATE YOUR AGREEMENT TO MAKE ONE BENEFIT PERFORMANCE IN AMSTERDAM. PANDER MAY ALSO ARRANGE APPEARANCES IN MAJOR HOTEL AND ON NATIONWIDE TELEVISION. DETAILS SHOULD BE WORKED OUT BETWEEN YOURSELVES AND PANDER, ALTHOUGH WE WILL MONITOR CLOSELY. CORRESPONDENCE FROM E. WILLIAM DONOHUE NOT YET RECEIVED. PLEASE AIRMAIL SEVERAL COPIES OF GROUP S LP RECORD RELEASES TO ME. THANK YOU FOR YOUR AGREEMENT TO APPEAR WITHOUT CHARGE OR REIMBURSEMENT FOR INCOME. PANDER WILL PROVIDE AIR TRAVEL, TRANSPORTATION OF INSTRUMENTS AND LOCAL SUBSISTENCE AND TRANSPORTATION HERE. TIMOTHY C. BROWN, CONSUL.

8. FOR: DEPARTMENT OF OSTUMES AND FURNISHINGS
SMITHSONIAN INSTITUTE, WASHDC
ATTENTION: CLAUDIA KIDWELL

PLEASE REFER TO MY TELEX NUMBER 491 OF MAY 24, 1977. PANDER FIRM IS NOW COMPLETING PROGRAM PACKAGE FOR AMERICA THEME PRESENTATION TO TAKE PLACE OCTOBER 27 - NOVEMBER 24, 1977 AS DESCRIBED IN MY TELEX. FIRM IS VERY MUCH INTERESTED IN INCLUDING SMITHSONIAN ARTIFACTS AS CENTERPIECES FOR EVENT WHICH IS ACTIVELY SUPPORTED BY ECONOMIC/COMMERCIAL OFFICE OF THIS CONSULATE GENERAL. I UNDERSTAND FULLY YOUR NEED TO REVIEW REQUEST IN LIGHT OF STANDARD SMITHSONIAN POLICY, BUT WOULD APPRECIATE YOUR RESPONSE AS SOON AS POSSIBLE.
TIMOTHY C. BROWN, CONSUL.
LAGASSE

NOTE BY OC/T: NOT PASSED ABOVE ADDEES.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Handling Restrictions: n/a
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Litigation Code IDs:
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Litigation History:
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Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 AMSTERDAM A-3, 77 AMSTERDAM 491
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2118322
Secure: OPEN
Status: NATIVE
Subject: IN-STORE PROMOTION: PANDER BV
TAGS: BEXP, NL
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ec14fc7a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009